PHILIP MORRIS

U.S.A.

July 20, 1993

To Our Retail Customers:

Philip Morris has announced price reductions on many popular brands which will become effective on August 9, 1993. We suggest you contact your cigarette supplier for complete details of price changes which may result from our announcement.

As stated in our recent letter to you, we are pleased to offer you a Participation Bonus as an incentive for you to announce to your customers new lower prices through in-store display and point-of-sale. Your Philip Morris USA Sales Representative will be calling on you shortly with complete details of the program, including the amount of the bonus.

We anticipate strong consumer response to our new pricing. The enclosed point-of-sale will allow you to fully capitalize on this consumer demand as well as satisfy the requirements for the Participation Bonus.

PHILIP MORRIS U.S.A.

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MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT LIGHTS PLAYERS SARATOGA CAMBRIDGE ALPINE MULTIFILTER

Source: https://www.industrydocuments.ucsf.edu/docs/tlfy0003

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